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FOOD STAMP
PROGRAM



FOOD GUIDE

June 1962

A special service for FOOD DISTRIBUTORS containing merchandising suggestions about: Foods currently appearing on the PLENTIFUL FOODS LIST and ADDITIONAL FOODS selected for nutritional value and low cost appeal

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

Foods appearing on this FOOD GUIDE are being recommended to Food Stamp Recipients as Wise buys this month. Agencies of the Department of Agriculture, welfare groups, newspaper food editors, radio and television stations, etc., will be pre-selling these foods to stamp coupon shoppers.

MR. GROCER: You can give your food stamp coupon patrons a helping hand by planning your merchandising to spotlight these products for their shopping ease. In addition, it would be helpful if you would post this list of Food Guide items on your front window and on in-store bulletin boards as well.

MILK

CHEESE

BROILER-FRYERS

VEGETABLE OILS

PEANUT BUTTER

CANNED PEACHES

CANNED TOMATOES

CORN MEAL

LOCAL FRESH VEGETABLES

CORN CEREALS

MILK

Merchandising Hints: JUNE DAIRY MONTH is here--a good time for all grocers to go all-out on dairy product promotions during this sales campaign. Industry's heavy nationwide publicity will help build heavy consumer demand.

- Put the BIG SELL on fresh fluid milk --- and give feature treatment to buttermilk, cream, half 'n half, flavored milk and skim milk, too.
- Dairy product distributors will have numerous promotional aids to make your fluid milk display spot a real hit. Put these sales pieces to work to create customer interest and promote bigger sales.
- For sure "pick-up" appeal -- keep milk case spotless and watch it often to be sure it stays that way.
- Encourage food coupon shoppers -- as well as other customers -- to drink more milk. In addition to your "JUNE DAIRY MONTH" case banner, have your sign man prepare and post a "Help Yourself To Better Health" sign -- to spot your fresh milk supplies.
- Explore related-item selling -- tie-in fresh strawberries with milk and cream -- and there's a wide array of fruits and breakfast cereals, etc., that make good team-mates, too.
- Advertise milk -- talk milk -- sell milk.

CHEESE

Merchandising Hints: Food coupon shoppers will respond to cheese specials this month. The publicity being generated by June Dairy Month and special menu and recipe releases by welfare groups and public relations sources, recommending cheese preparations, should help boost sales.

- The visual appeal of your display is the key to volume sales. You can cut yourself a big chunk of cheese business, if you'll plan display layouts well. Suppliers and manufacturers' representatives are loaded with tested point-of-sales material -- for cheese -- and tie-in items, too. Request all available cheese sale-making material -- and put it to use.
- Show shoppers a full cheese case -- with the feature spotlight on the fast turnover types and ones most demanded by your trade. Cheddar should lead the sales way and rate the number one display spot. Swiss, perhaps, will run a close second now; so give it a feature spot, too. Offer odd-weight prepack chunks of both types to suit all patrons' pocket books.

CHEESE (cont'd.)

- . In addition to main case offerings, feature display spreads and boxed loaf cheese -- at the end of your cracker aisle. Build display for "combo" sales -- tie-in appropriate "go-with" crackers and breads.
- . Here's a best seller clue -- offer prepack slices of cheddar, swiss, pimiento, etc., -- right in the same case with cold cuts --- and next to ground hamburger meat, too. Cool and casual eating --- and increased sandwich-making and cold plates will inspire big cheese and related-item sales.

CORN CEREALS

Merchandising Hints: Cool "get-up-'n-go" corn-based breakfast cereals help get food coupon families off to a good start.

- . Tie-in corn cereals with your "June Dairy Month" merchandising. Build a separate off-the-shelf display of assorted corn cereals near the dairy case--then tie-in fresh milk, canned peaches and cream--to run up the sales score.
- . Alternate your corn cereal products and display techniques weekly -- to provide a new look. Offer fresh strawberries, canned peaches, sugar, etc., for change-of-pace selling.
- . Heavy emphasis is being placed on better breakfasts for food coupon recipients--so a good corn cereals push this month by grocers will support the cause. Plug corn cereal products in your advertising throughout June.

BROILER-FRYERS

Merchandising Hints: Spread the word--"BROILER-FRYERS ARE TOP VALUE BUYS".

- . Sell on sight--dressed up displays invite customers over and make the sale. Offer shoppers birds on "ice beds"--tempt them with "fried chicken" color posters--use colorful fruits and vegetables to set-off and make display appetizing--and put "talkers" to work to pave the way.
- . Don't let food coupon patrons pass up broiler-fryers. Load poultry case with a full line of family-pleasing birds--whole, splits, cut-ups and select parts. Use good salesmanship, fast turnover price tags and "SPECIAL" sign work--to encourage the coupon shopper to buy.
- . New customers will follow the crowd when broiler-fryers are given a real advertising plug. Feature with headliner newspaper ads, in handbills -- and invite customers in-store with extra large window signs.

CORN MEAL

Merchandising Hints: Corn bread, corn "pones", "hush puppies" and other cornmeal-based preparations get the "welcome sign" at mealtime. And for a sales-build-up, menu suggestions to food coupon recipients this month call for heavy cornmeal use.

- Shelf and floor displays are needed now. However, the main floor display should be built around cornmeal types and packages that satisfy area buying habits. Some trade prefer "yellow" cornmeal--others prefer "white". While display attention should be built around the big demand type, you'll find by including "white" and "yellow" in your display, customers are offered variety---and will give both a try.
- Create appetite-appeal in displays. Mention "hush puppies for fish fries", "cornbread to complete a tasty vegetable meal", etc. If you stock water ground cornmeal--tell shoppers you have it. Some folks will walk miles for this.

CANNED TOMATOES

Merchandising Hints: Since fresh tomatoes, in quantities, may be late in the month reaching some markets, canned tomato menu recipe ideas are being used in releases passed to coupon recipients.

- Use "sky high" display techniques to show-off 2 and 2 1/2 can sizes. Post a "Cooking Tomatoes" selling sign and a "jumbo" price card to bring 'em to your display spot. And pricing should be primed to multi-unit deals.
- If fresh corn, string beans, etc., supplies are still limited, you might consider displaying canned stocks of some of these vegetables along with canned tomatoes--to increase overall canned vegetable item sales. Provided price levels permit, here's a terrific opportunity for a big "mix-'em--match-'em" sale.

LOCAL FRESH VEGETABLES

Merchandising Hints: Fresh local vegetables will begin to brighten your produce bins--and food coupon traders have been alerted to purchase all available varieties for their menu fare.

- Work hard on your vegetable bin layouts--give shoppers a colorful view all down the produce line. Stock your bulk "hardware" vegetable items at case ends.
- If you have the room, stock and offer--loose and prepacked--similar products side-by-side. It's time to hang out the "Garden Fresh" sign, too.

LOCAL FRESH VEGETABLES (cont'd.)

- Plan your fresh vegetable advertising to coincide with arrival of first-of-the-season supplies--and use store windows to tell customers what fresh vegetable items you have inside.

PEANUT BUTTER

Merchandising Hints: Full of nutrition and ready to eat -- peanut butter is a sales item that's hard to beat. Food coupon shoppers are being urged to purchase this product in June.

- A combination "dump and open case" display on a heavy traffic aisle provides a way for volume sales. For real purchase action -- feature your 1 lb. jars in the "dump" display -- and feature the 2 lb. size in "open case" stacks. Offer "smooth" and "crunchy" to please all trade.
- And for more sales mileage -- flank peanut butter display (or tie-right-in) with a neatly arranged selection of "go-with", crackers, breads and assorted jellies and jams. This display set-up will sell peanut butter and other displayed items, too.
- Food coupon customers screen your ads -- be sure peanut butter is mentioned in the "special" list.

VEGETABLE OILS

Merchandising Hints: Cooking and baking will gain momentum in June. And food coupon recipient families will be preparing meals for "Dads" and "Grads", "June Brides" and end of school functions, too.

- Plan your merchandising for "get-together" selling. Shelf stocks will move faster if they have a good tie-in "shelf-mate" featured alongside. Make room for a good bake mix "sales-twin"--in shelf slot next to cooking oil supplies.
- Colorful fresh vegetables now grace "produce row" -- it's time to build a real vegetable "salad bowl" right in the center bins. Offset with a border of bottled and canned salad oils to promote dual salad making sales -- offer customers "one-stop" pick ups, too.
- Frying oils are natural sales-getters when teamed with the big threesome --potatoes, fresh fryers and fresh fish. Place token displays of deep fat frying oils at each of these sales points.
- An extra large cooking oil display in the baking ingredient section is a "must" this month. And a big floor stack of salad oil with back-up display sign, suggesting -- home-made salad dressing and mayonnaise -- can double-up sales. Post recipes -- and have pads and pencils available for customers.

CANNED PEACHES

Merchandising Hints: With only small supplies of fresh peaches expected to move from orchards in June, canned peaches get the call for food coupon recipients' meal planning ideas.

- Sell from shelf stocks this month -- using good shelf markers and special shelf cards to help promote a multi-can sales drive. Put the big push on 2's and 2 1/2's -- sliced and halves.
- Tie canned peaches in with sales-inviting dairy products during the June Dairy Month campaign -- particularly with milk and ice cream --- and cottage cheese, too.
- A wire basket or two in baking ingredient department is a good dual sales-making spot. Plan good sign work to promote peach cobbler, peach short-cake, "turnovers" and upside-down peach cake.

JUNE / 1962

FOOD BUYS

For USDA Food Coupon Users
and All Budget Minded Shoppers

DAILY FOOD GUIDE

MILK GROUP

Some milk for everyone

**Milk
Cheese**

MEAT GROUP

2 or more servings

**Broiler-Fryers
Peanut Butter**

FRUIT AND VEGETABLE GROUP

4 or more servings

**Canned Peaches
Canned Tomatoes
Local Fresh Vegetables**

BREAD AND CEREAL GROUP

4 or more servings

**Corn Meal
Corn Cereals**

OTHER FOODS

As needed

Vegetable Oils

VARIETY is the KEY